

Station	WPMY-TV PITTSBURGH, PA	Agency	() GREAT AMERICAN MEDIA	Rep Firm	
Advertiser	() POLITICAL ISSUE GROU		1010 WISCONSIN AVE NW, SUITE 800	Sales Office ()	WASHINGTON
Product	DCCC		WASHINGTON, DC 20007	Salesperson ()	KATHRYN SARDINSKY
Estimate#	1200	Agency C/P1/P2/E	11/14/1200		
Buyer	Maura Gilroy	Flight Dates	10/09/2012 - 10/15/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LNS 5 AND 6 FOR PRG CHGS.
THANKS,
ANDREW

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/09-10/15	3P-330P	JUDGE ALEX	:30	\$75.00	TU-F,M	2	1	2	\$150.00
2	10/09-10/15	330P-4P	JUDGE ALEX	:30	\$75.00	TU-F,M	2	1	2	\$150.00
3	10/15-10/15	8P-9P	LAW & ORDER: SVU	:30	\$300.00	M	1	1	1	\$300.00
4	10/15-10/15	9P-10P	LAW & ORDER: SVU	:30	\$300.00	M	1	1	1	\$300.00
*5	10/10-10/10	8P-9P	BURN NOTICE	:30	\$200.00	W	1	1	1	\$200.00
Station Remark: V2 PLS CHG PRG TO NUMBERS 1X 10/10 STP @ NCIR.										
*6	10/11-10/11	9P-10P	WITHOUT A TRACE	:30	\$200.00	TH	1	1	1	\$200.00
Station Remark: V2 PLS CHG PRG TO WHITE COLLAR 1X 10/11 STP @ NCIR.										

---REPORT TOTALS---

Report Totals: 8 / \$1,300.00

---SALES MONTHLY TOTALS---

Station WPMY-TV PITTSBURGH, PA

Advertiser () POLITICAL ISSUE GROU

Product DCCC

Estimate# 1200

Buyer Maura Gilroy

Phone#

Fax#

Agency () GREAT AMERICAN MEDIA

1010 WISCONSIN AVE NW, SUITE 800

WASHINGTON, DC 20007

Agency C/P1/P2/E 11/14/1200

Flight Dates 10/09/2012 - 10/15/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

Oct 12: 8 / \$1,300.00

Sales Totals: 8 / \$1,300.00

Station Totals: 8 / \$1,300.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$130,000	CABL	0%	KDKA	35%	UNKN	0%	WNPA	1%	WPGH	10%
		WPMY	1%	WPXI	30%	WTAE	23%				

Books

Demos

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RA35+